

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
POPULATION TECHNICAL ADVISORY COMMITTEE

September 22, 2009  
MAG Office, Saguaro Room  
302 North 1<sup>st</sup> Ave, Phoenix

MEMBERS IN ATTENDANCE

George Pettit, Gilbert, Chairman  
\*Bryant Powell, Apache Junction  
Eric Morgan for Scott Wilken, Avondale  
A-Brian Rose, Buckeye  
DJ Stapley, Carefree  
\*Usama Abujbarah, Cave Creek  
Jason Crampton, Chandler  
\*Mark Smith, El Mirage  
A-Eugene Schlecta, Fountain Hills  
\*Terry Yergan, Gila River Indian Community  
Thomas Ritz, Glendale  
\*Katie Wilken, Goodyear  
A-Gino Turrubiarres, Guadalupe  
A-Sonny Culbreth, Litchfield Park

\*Matt Holm, Maricopa County  
\*Wahid Alam, Mesa  
Molly Hood, Paradise Valley  
A-Ed Boik, Peoria  
Chris DePerro, Phoenix  
Dave Williams, Queen Creek  
\*Ruben Guerrero for Bryan Meyers,  
Salt River Pima-Maricopa Indian Community  
Edmond Lamperez, Scottsdale  
David Neal, Surprise  
Sherri Lesser for Lisa Collins, Tempe  
Anne McCracken, Valley Metro  
\*Lloyce Robinson, Youngtown

\* Not in attendance

A - Participated via audioconference

OTHERS IN ATTENDANCE

Linda Bowen, Census Bureau  
Leanne Gulde,  
Travis Ashbaugh, CAAG  
Al Macias, Census Bureau  
Heidi Pahl, MAG  
Rita Walton, MAG  
Jason Howard, MAG

Jami Garrison, MAG  
Kelly Taft, MAG  
Peter Burnett, MAG  
Tammy Perkins, Phoenix  
Max Enterline, Phoenix  
Bryan Sarchi, Scottsdale

1. Call to Order

The meeting was called to order at 10:00 a.m. by Chair George Pettit.

2. Call to the Audience

No comments were made by the audience.

3. Approval of Meeting Minutes of July 28, 2009

Chris DePerro moved, DJ Stapley seconded and it was unanimously recommended to approve the meeting minutes of July 28, 2009.

4. Census 2010 Update

4a. Phoenix Complete Count Committee (CCC)

The City of Phoenix CCC and five subcommittees: Media, Business, Minority Outreach, Community & Schools, and Communities of Faith have over 150 community leaders involved. CCC Leadership Team meets regularly to coordinate subcommittee efforts. Gene D'Adamo and Paul Lopez are the co-chairs. Tammy Perkins emphasized that subcommittees are working to complete action plans by the end of October, 2009.

Ms. Perkins said that the Business Subcommittee, co-chaired by Gonzolo de la Melena and Joanna D'Shay, held their initial meeting on April 15, 2009 and their next meeting will be October 16, 2009. She said they approved final draft of the business case for corporate support of census awareness activities. She said their action plan focus will be on involvement of small businesses in Phoenix hard-to-count neighborhoods in their census awareness efforts.

Tammy Perkins stated the Communities of Faith, co-chairs Rev. Bob Hake and Rev. Eve Nuñez, held their initial meeting on March 26, 2009 and their next meeting will be October 1, 2009. She said they had a successful Partnership Support Program application for banners for 60 churches in Phoenix hard-to-count neighborhoods. She noted that action plan focus will be on involvement of all denominations in census awareness activities.

Ms. Perkins reported the Community & Schools Subcommittee, co-chairs Molly Kemp and Dr. Jim Rice, held their initial meeting on March 24 and their next meeting will be October 13, 2009. She said they are working to support the Census Bureau's National Census in Schools roll-out. She noted that their action plan focus will be on integrating census awareness messages into existing school district internal and external communications.

Tammy Perkins said the Media Subcommittee, co-chairs Maria Barquin and Art Brooks, held their initial meeting on March 4 and their next meeting will be October 7, 2009. She said they are exploring opportunities for census social media campaigns. She said the group is working to support the Census Bureau's October 7 Spanish Media Breakfast. She said the universal English and Spanish brochures are completed and the subcommittee is reviewing the text of Spanish brochures aimed at the immigrant community.

Ms. Perkins stated the Minority Outreach Subcommittee, co-chairs Mel Hannah and Janey Pearl, held their initial meeting held on March 11 and will hold their next meeting on October 8, 2009. She mentioned they completed a Tagalog language flyer for the Filipino community. She noted they are working on the Lesbian Gay Bisexual Transgender (LGBT) community flyer for the

Phoenix Rainbows Festival. She said the action plan focus will be on leveraging agency credibility in support of census messages.

She also noted that the Phoenix web site ([phoenix.gov/census2010](http://phoenix.gov/census2010)) is scheduled to go live by October 1, 2009. She said the 2009-10 management performance indicators include Census 2010 support.

4b. "Count to '10" Census Outreach Group

Kelly Taft said the MAG Count to '10 Census Outreach Group continues to work on coordinating regional communication efforts.

Ms. Taft announced that MAG has completed the trifold brochure in English and Spanish and she distributed samples to all committee members. She said that MAG used the majority of the MAG outreach budget to print 200,000 English and 100,000 Spanish brochures. She said MAG is in the process of distributing those brochures to member jurisdictions based on a population formula. She said anyone wanting to print additional copies can access the files through the MAG web site.

Kelly Taft mentioned that MAG distributed a press release to the media announcing the launch of the MAG Census 2010 web site. She distributed the press release to each committee member.

Ms. Taft stated that at the August Count to '10 meeting, the City of Phoenix provided a detailed update on the status of the media buys and the most current draft proposal for the \$426,815 campaign being funded in part by the cities and in part through MAG Federal Highway Administration planning funds.

She said that Phoenix reported that approximately \$255,010 of the funds are currently budgeted for a five-week general media campaign that includes radio, television, cable and newspaper buys. The remaining \$171,805 will be allocated to minority-targeted media buys.

Overall, the buys include 1,635 paid thirty-second radio advertisements with 1,193 value added spots; 219 thirty-second television advertisements with 63 bonus spots; 172 thirty-second cable advertisements plus 221 bonus spots, and 135 quarter-page newspaper ads in 15 zones with three ads each week for a five week period.

She noted that Phoenix did ask the cities to contact staff with any concerns about the proposal. No concerns have been received so Phoenix will proceed with this portion of the buy within the next several weeks.

Kelly Taft noted that one of the goals of the Count to '10 group is to share best practices. To that end, they have also implemented a tracking form that allows them to update communication efforts taking place in each community. A copy of the most recent form was distributed.

Ms. Taft stated that another topic of interest is the infogram from the Denver Regional Office that mentions the 2010 Census Road Tour. She said advanced planning is underway for the 2010 Census Road Tour. A Road Tour Vehicle (RTV) will travel throughout the 10-state Denver Region. She said it will be visiting cities and towns and is part of a grass roots campaign to promote census participation. She remarked that the tour vehicle will be equipped with

promotional videos, portable exhibits, and boxes of promotional materials to remind people the census is coming. She said the RTV will be met at some stops by high ranking local officials, and attached to the infogram was an information form asking cities to share their knowledge about scheduled events and possible venues for media events, meet-and-greet opportunities and display booths. She encouraged jurisdictions to work with their mayor or other representatives and put in a request early to have the road tour vehicle pass through their city. It should get some good press coverage and may serve as a great way to inform residents that the census is safe, easy and important.

Kelly Taft mentioned that the September Count to '10 meeting is canceled because the annual conference of the City-County Communications and Marketing Association, also known as 3CMA, is being hosted in Scottsdale and it presented a conflict with many of the Count to '10 attendees. She remarked that MAG and the Census Bureau will give a presentation about census outreach efforts.

MS. Taft said a main topic of discussion continues to be the Partner Support Program, a Census Bureau program designed to provide funding assistance for active census partners. Al Macias, Regional Partnership Specialist, provided an update on those efforts. Mr. Macias reported that the Phoenix metro region did very well in receiving funds from the first allotment. He noted the second window of Partnership fund availability is from October 1 to December 1, 2009 and encouraged applicants to apply early as this pot of money is smaller than the first pot.

George Pettit asked when the RTV would be in Arizona. Al Macias said the plan is for the RTV to be in Arizona January 2010. DJ Stapley asked if the RTV will be visiting every city and town. Al Macias replied no, but they will try to get to as many cities and towns as possible. Sonny Culbreth asked for clarification on the dates the RTV will be in Arizona. Al Macias replied that the Census Bureau is planning to have the RTV in Arizona in January and they may wrap up in Phoenix. Details are yet to be confirmed.

#### 4c. Phoenix Local Census Office Operations

Linda Bowen provided an update on the operations and activities of the Early Local Census Office (ELCO) including the group quarters validation process and the opening of additional local census offices within the Maricopa County region. She said group quarters validation will begin in September and 270 people have been trained for this operation. She distributed a map showing the locations of the other Local Census Offices (LCOs). Ms. Bowen noted that LCOs need to hire 1,700 people in the Fall 2009. She said the LCOs will be located in Scottsdale, Mesa, Peoria and two offices in Phoenix. She said interested parties can call 1-866-861-2010. She also distributed a handout from Vangent. She said Vangent is staffing the Census 2010 Data Capture Center with approximately 3,000 full-time and part-time temporary employees starting October 2009 through March 2010. She said most of these jobs will last through July 2010. The Phoenix Paper Data Capture Center will be operated by Vangent and is located at 43<sup>rd</sup> Avenue and Buckeye Road. She said the Center will receive and process 40 percent of all the Census forms from the Census 2010. She said interested parties can goto: [www.vangent.com](http://www.vangent.com). Linda Bowen also noted that the Phoenix Call Center for Census 2010 is being operated by Vangent, Inc.

Brian Rose asked how to spell Vangent. Linda Bowen provided the spelling.

George Pettit asked if there were going to be formal openings of the offices. Linda Bowen responded yes, all offices will have formal openings. She added that November 18, 2009 is the Vangent open house for the data capture center and call center.

#### 4d. Timeline

Heidi Pahl explained that MAG staff are monitoring and working with the Census Bureau to ensure MAG member agencies are aware of and meet any census deadlines. She referred members to Attachment One for a draft Census 2010 timeline. Ms. Pahl reviewed the key dates on the timeline. DJ Stapley asked if the homeless count was included on the timeline. Heidi Pahl replied yes, it is called Service Based Enumeration and it is at the bottom of the timeline under 2010 Census Key Dates.

#### 4e. New Construction Program

Peter Burnett explained that he sent an e-mail to POPTAC members asking them to turn in their residential completions for the third quarter no later than October 15<sup>th</sup>. He said following the third quarter MAG will also request that each jurisdiction send in data monthly until the Census New Construction Program is completed. Mr. Burnett said he will be sending out e-mail reminders monthly.

Mr. Burnett said the Census New Construction Program is the opportunity for each agency to submit city-style mailing addresses for units constructed after the address canvassing for Census 2010 which was completed in March, 2009. This will ensure the Census Bureau sends questionnaires to all valid housing units in each jurisdiction. He said since each agency will be responsible for sending the information to the Census Bureau, MAG would like to support members in these efforts.

Peter Burnett explained that the reason for the expedited residential completion schedule is to be able to provide back to each agency's census representative the latest new construction information in a timely fashion. He said MAG will submit data monthly to each census representative starting at the end of October 2009. He explained the data MAG will be sending will be a combination of permits issued and completed after the address canvassing. The Census request for the New Construction may come any time from November on, and there will be a limited window to return it to the Census Bureau. Mr. Burnett explained that for this reason MAG requests a modification to the residential completion schedule until the New Construction Program is complete.

Mr. Burnett noted that he will be collecting unit numbers of all multi-family addresses and single family dwellings that have the same address. Chris DePerro asked for clarification on unit numbers. Peter Burnett responded that each unit number needs to be supplied to comply with the Census Bureau format.

Heidi Pahl encouraged all member agencies to complete the New Construction registration form. The form needs to be completed by each jurisdiction and signed by the jurisdiction's highest elected official. She said the completed form must be received by the Census Bureau by October 8, 2009.

Heidi Pahl remarked that MAG Management Committee and Regional Council were made aware of the need to complete the registration form and send it to the Census Bureau by October 8<sup>th</sup>.

George Pettit asked when the deadline is for submitting the New Construction registration form. Heidi Pahl responded that the completed form must be received by the Census Bureau by October 8, 2009.

#### 4f. Local Update of Census Addresses (LUCA) Feedback

Heidi Pahl explained that the purpose of LUCA feedback is to provide feedback to local governments on addresses submitted to the Census Bureau as part of the Census 2010 LUCA program conducted in 2008. She said LUCA feedback materials will not be shipped to agencies prior to October 15, 2009. She noted that the July 28<sup>th</sup> MAG POPTAC meeting LUCA Feedback PowerPoint presentation provides helpful information.

#### 5. Arizona Department of Commerce (ADOC) Update

Rita Walton said the Council of Technical Solutions (CTS), created by Executive Order 2009-1, meets every month to discuss technical issues as related to population data, methods and processes. She thanked member agencies for supplying the data needed for the July 1, 2009 population estimates. She remarked that all data has been sent to Arizona Department of Commerce (ADOC) and MAG staff have provided comments on the data.

Rita Walton mentioned that CTS is working on future estimates methodology for after the 2010 Census. The group is working on data availability and quality to identify a better method for estimates.

Ms. Walton noted that the group may add different and new variables for projections. She said the next step is to identify programs or write a specific program.

Thomas Ritz said he could not locate CTS information on the ADOC web site. Rita Walton replied that she has been informed that CTS is not a formal committee and does not need to post meeting agendas and minutes on their web site.

#### 6. Socioeconomic Analysis and Projections

Rita Walton explained the through the MAG Information Center (MAGIC), MAG staff can work on projects outside the scope of the current work program if requested by member agencies or if the project is for a fee. She said that MAG is working on a projections data request from Arizona Department of Water Resources as well as the socioeconomic projections project being done at Central Arizona Association of Governments to develop long term projections for Pinal County.

When discussion current population estimates, Max Enterline asked if the new estimates will be available in December 2009. Rita Walton replied yes.

Brian Rose asked if the same vacancy rate used for the 2005 Census Survey is being used to calculate the July 1, 2009 population estimates. Rita Walton replied yes. She noted that the current methodology requires that the most recent Census vacancy rate be used. She noted that this will

most likely change in to allow CTS to use more current vacancy rates. She said MAG is analyzing vacancy rates from a variety of sources.

7. MAG Land Use Classification

Jason Howard said that MAG staff recently reviewed the MAG land use codes and a land use conversion table for each member agency with POPTAC Members. He said comments from member agencies were incorporated. He said the final MAG land use code table is included as Attachment Two. He thanked the member agencies for taking the time to review the land use codes.

George Pettit asked if there was general concurrence from all member agencies to use these land use codes. Jason Howard replied yes.

8. Job Center Interactive Map

Jason Howard announced that the 2009 Job Center Survey and interactive mapping website is complete. He thanked the member agencies for responding to the survey and helping MAG to update that information. He noted that the URL for the job centers interactive viewer is actually slightly different than what is published in the agenda. That URL takes you directly to the viewer, which is OK. He said the actual URL he would encourage people to use is [http://ims.azmag.gov/imf/sites/job\\_centers/jsp/launch.jsp](http://ims.azmag.gov/imf/sites/job_centers/jsp/launch.jsp) He said he would email that to POPTAC members following the meeting.

9. Chair and Vice Chair Term Appointments

Heidi Pahl said that on July 22, 2009, the MAG Regional Council approved the MAG Committee Operating Policies and Procedures. She said the document has clarified, and in some cases, modified, former MAG committee procedures. The policies and procedures note that Chairs and Vice Chairs of technical and policy committees, with the exception of the Transportation Policy Committee, will be appointed by the MAG Executive Committee and are eligible for one-year terms, with possible reappointment to serve up to one additional term by consent of the committee. Heidi Pahl emphasized that the term limit of Chair is 2 years, and at the end of each term the Vice Chair would automatically become Chair. She encouraged members to submit a letter of interest if they wish to serve.

Heidi Pahl thanked the Chairman for his service. She said that the current Chair may be able to continue in that position until the 2010 Census is complete.

Heidi Pahl said the first week of October she will send a memo to committee members soliciting letters of interest for chair and/or vice chair positions. She said on November 6, 2009, letters of interest are due, addressed to the attention of the Chair of the Regional Council, but should be sent to Heidi Pahl. She explained that on November 23, 2009 the MAG Executive Committee appoints new officer positions to begin January 2010.

George Pettit encouraged members to think about their interest in Vice Chair for POPTAC.

10. Regional Updates

George Pettit said that the Town of Gilbert has started their General Plan update and he provided the schedule, stating it would go to general election November 2011. Ed Boik noted that Peoria has completed their General Plan update and it should be on the ballot in late 2010. Mr. Boik mentioned that they are updating 3 city plans: old town revitalization plan, study of their sports complex, and 2 former area plans. Chris dePerro said that Phoenix is currently updating their general plan. He said they are in the visioning process. He said it is scheduled to go to Council next year for adoption.

11. Next Meeting of MAG POPTAC

George Pettit said the next meeting of the MAG POPTAC is scheduled for Tuesday, October 27, 2009 at 10:00 a.m. The meeting adjourned at 11:09 a.m.